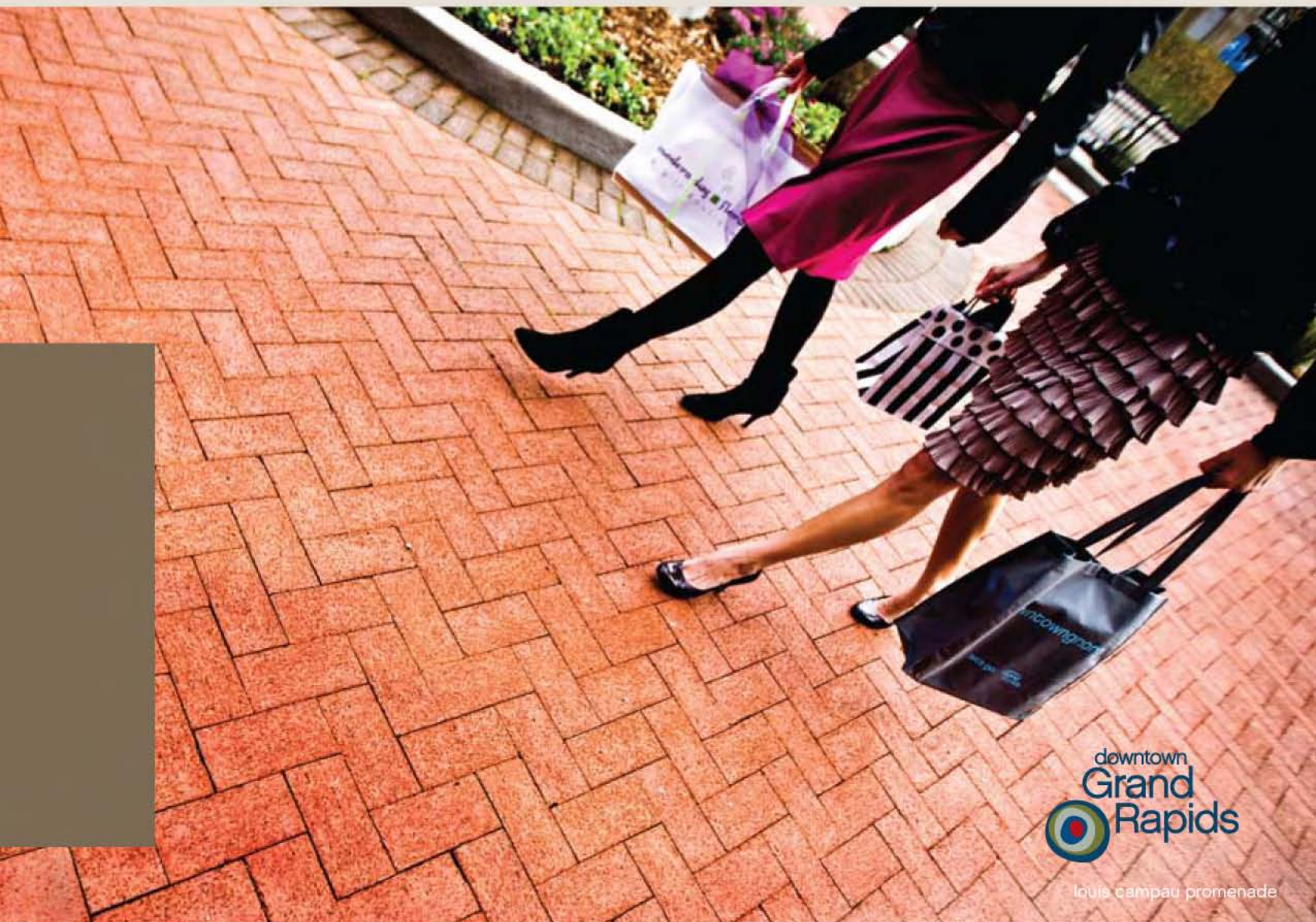


downtown grand rapids

we are ready for you



louis campau promenade

welcome to downtown grand rapids

The new River House is the tallest residential structure in Michigan

Life sciences is a \$1 billion industry in Grand Rapids; the Van Andel Institute is recognized globally

Our convention center, DeVos Place, and the Van Andel Arena are both award-winning facilities

Over 31,000 higher education students are learning downtown

Downtown Grand Rapids has 1,175,000 square-feet of *Class A* office space; over 36,000 employees work downtown



we are michigan's second largest city

with a population of 800,060 in the metro area
our metropolitan statistical area has a population of 1.2 million

we've been voted

- #1 Hottest Region for Fastest-Growing Companies 2008 by *Inc.*
- #1 America's Greenest City 2008 by *Fast Company*
- #6 Top Metros 2008 by *Site Selection*
- #26 Hot Cities for Entrepreneurs 2006 by *Entrepreneur*, *NPRC*
- ★★★★ 4 Star Quality of Life Ranking 2006 by *Expansion Magazine*
 - "Western Michigan's Cultural Epicenter" 2009 by *Chicago Tribune*

1,262 artists invigorated downtown for two weeks during the first annual ArtPrize 2009, receiving international recognition

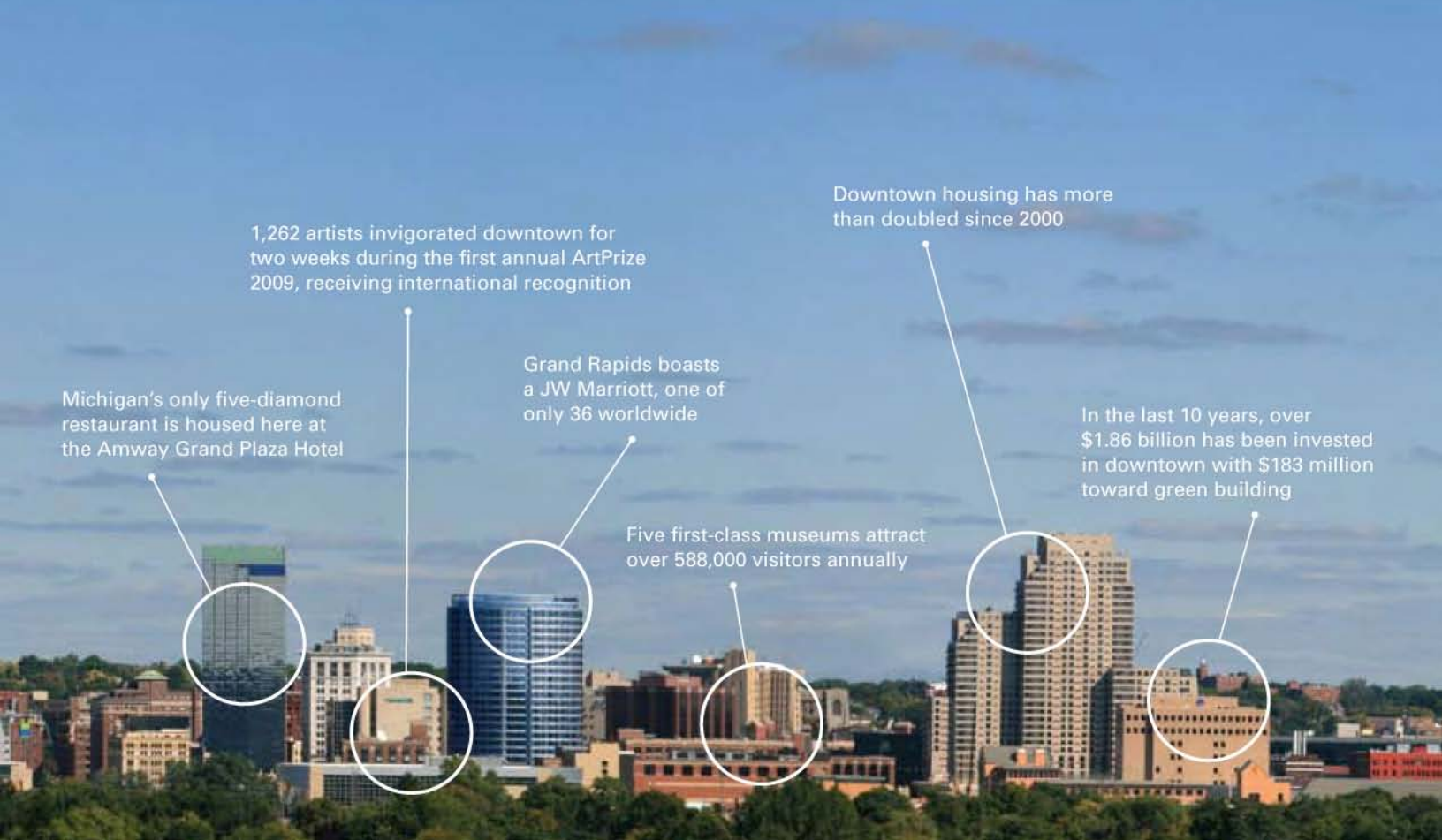
Michigan's only five-diamond restaurant is housed here at the Amway Grand Plaza Hotel

Grand Rapids boasts a JW Marriott, one of only 36 worldwide

Five first-class museums attract over 588,000 visitors annually

Downtown housing has more than doubled since 2000

In the last 10 years, over \$1.86 billion has been invested in downtown with \$183 million toward green building





monroe center



More than 80 restaurants attract people from across the region to downtown Grand Rapids

san chez tapas bistro and cafe

we are grand rapids

A creative and conscientious community where public-private partnerships are the norm, and where innovation is a tradition. Our entertainment and cultural institutions are world-class, and our architecture is leading-edge. Our downtown is revitalized and bustling with office workers, students, businesses, and residents. We have the structure, dynamism, and demographics for your business to succeed. **We are ready for you.**



	1 mile	3 miles	5 miles	10 miles
2009 Trade Area Population	17,372	151,263	266,302	519,884

Population by age

Grand Rapids actively seeks to attract and retain young talent.

Median Age	30.4	30.3	32.1	33.6
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Number of Households

We have a significant number of households and we continue to grow.

2009	8,347	55,142	101,154	198,070
2014	8,468	55,422	102,315	202,951

Income

Homes are affordable in West Michigan, leaving more income for consumer spending.

Med. Household Income	\$32,681	\$45,335	\$50,469	\$56,542
Avg. Household Income	\$41,352	\$55,247	\$61,124	\$66,418
Med. Home Value	\$84,020	\$86,689	\$105,217	\$124,276

Educational Attainment 25+

Grand Rapids ranks 4th worldwide for its higher education expenditures.¹

High School Graduate	23.4%	28.1%	27.7%	28.1%
Some College/Associate Degree	28.1%	27.5%	28.9%	30.2%
Bachelor's Degree	18.1%	14.6%	17.4%	19.5%
Graduate/Professional Degree	9.5%	7.7%	9.4%	9.8%

Grand Rapids Is Located

- 45 minutes east of Lake Michigan
- Less than three hours from Chicago and Detroit
- 20 minutes from Gerald R. Ford International Airport
- Downtown has direct access to I-196 and US-131

Short Commute Time to Work

Under 20 minutes for 54.5% of people in 10-mile radius

Traffic Counts

For I-196 west and east bound: 69,800 vpd total

For US-131 north and south bound: 96,400 vpd total

Downtown Residents

- 17,372 residents in one-mile radius
- 2,938 housing units in downtown Grand Rapids

Significant Daytime Populations

- Over 36,000 employees in Central Business District
- Over 31,000 higher education students attend class within one square mile

2009 Significant Visiting Populations

- With 1,200 available hotel rooms, over 110,000 convention-goers translated to \$62.9 million in direct spending
- Over 739,000 attended special events
- Over 2.6 million people came downtown for culture and entertainment

¹ Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009.

² 2008 World Knowledge Competitive Index 2008

we are ready for retail

Over 185 Retail Businesses

44% restaurants, 31% traditional retail, 25% services

2009 Consumer Spending

Grand Rapids is a thriving community, shown by its consumer expenditure profile. Within a 10-mile radius there is a total expenditure of over \$13.9 billion.²

Retail Opportunity

There is significant retail leakage in neighborhoods within three miles of downtown. People are spending over \$600.9 million elsewhere in the categories of furniture, building materials, clothing, hobby and sporting, general merchandise, electronics, and grocery alone. Your business could be tapping into this opportunity.³

² ESRI forecasts for 2009

³ LISC MetroEDGE, 2009



Consumers in the Grand Rapids area spend over \$667 million on apparel and accessories alone

gina's boutique



the rapid, our award-winning transit service

Transportation and Parking Options

- The Rapid bus transit has 25 dedicated bus lines, and served over 9.3 million passengers in 2009
- Dedicated bus lines connect outlying college students to downtown, and served over 2.6 million passengers in 2009
- Grand Rapids' free Downtown Area Shuttle (DASH) service served over 554,000 passengers in 2009
- There are 52 public parking structures in downtown Grand Rapids and 16,821 available parking spaces

investment and opportunity

Grand Rapids continues to see significant downtown growth due, in part, to our innovation in developing strong public-private partnerships. Grand Rapids values all projects no matter what size; we have programs to support large and small investments. Your success is our priority.

Michigan Street Life Sciences Corridor

Dollars (in millions) spent on new development

GVSU Cook-DeVos Center for Health Sciences, 2003	\$57
Lemmen-Holton Cancer Pavillion, 2008	\$78
MSU School of Human Medicine, 2010	\$90
Spectrum Health Medical Office Building, 2009	\$120
Meijer Heart Center, 2004	\$137
Van Andel Institute Phase II, 2009	\$170
DeVos Children's Hospital, 2011	\$292

Top Employers Headquartered Downtown

Over 36,000 people are employed in the Central Business District

Spectrum Health	16,000
Saint Mary's Health Care	2,585
Kent County	1,973
Fifth Third Bank	1,827
City of Grand Rapids	1,564
U.S. Postal Service	1,532
Grand Rapids Community College	1,273
Amway Hotel Corporation	1,076
Mary Free Bed Rehabilitation	752
The Grand Rapids Press	555



michigan street, a life sciences corridor



Let us help you set up shop here in downtown Grand Rapids

one stop coney shop

business meets pleasure at every corner in our six distinct business districts



grand river

riverfront

The scenic shoreline of the Grand River attracts thousands of visitors and local residents for distinctive business and cultural experiences, from state-of-the-art conventions to world-class dining. The new DeVos Place boasts a 162,000 sq. ft. *Class A* exhibition hall and 250,000 sq. ft. of meeting and exhibit space that generate a robust convention trade. Four hotels offer guests excellent service and fine facilities, including 1,200 rooms. The Riverfront corridor, with its walkways and historic bridges, is a beautiful backdrop for an evening stroll, special event, or a visit to the Grand Rapids Opera, Symphony, Ballet, or Broadway Theatre. The restaurant selection here, including Michigan's only five-diamond restaurant, will please fine-dining connoisseurs. Just across the river is Grand Valley State University's downtown campus, the Gerald R. Ford Museum, Grand Rapids Public Museum and Planetarium, and the nationally recognized David D. Hunting YMCA. Business meets pleasure at the riverfront.



blues on the mall

monroe center

Just steps away from the Riverfront hotels, Rosa Parks Circle is the epicenter of downtown Grand Rapids. This outdoor venue offers a myriad of events from outdoor skating and swing dancing, to our annual New Year's Eve party. Concerts range from techno to blue grass, including our popular Blues on the Mall series, which attracts 35,000 attendees. Next door, the sleek, new Grand Rapids Art Museum welcomes more than 100,000 people annually. The tree-lined streets and historic architecture are home to long-standing businesses specializing in fine jewelry, gifts, and high-end fashion boutiques. Popular coffee houses provide hip hangouts, while gourmet restaurants cater to eclectic palates with sushi, seafood, Italian and progressive cuisine. The Monroe Center Parking Ramp offers 60 minutes of free customer parking.



van andel arena

arena district

The Arena District is the heart of the action in the pulsing nightlife of Grand Rapids downtown. Home to the award-winning Van Andel Arena (12,000+ capacity), the streets are alive with sports fans, big-name concert goers, families, and the young at heart, all out to celebrate at the district's collection of restaurants and night clubs. Suave or saucy, there's a place for everyone. The district draws visitors from across the region, and is a hot spot for college students. Whether you seek a wine bar or beer pub, a night club or comedy den, all tastes can be sated in this vibrant mix of businesses.

east fulton

The East Fulton corridor is the gateway to the nationally recognized historic residential neighborhood, Heritage Hill, and is conveniently located between significant medical hubs. With a small-town feel and the constant buzz created by the 15,000 Grand Rapids Community College students nearby, the corridor is an ideal locale to serve urban professionals. Several cultural institutions create great synergy: the Grand Rapids Children's Museum, Grand Rapids Civic Theatre, St. Cecilia Music Society, and the Grand Rapids Public Library. Long-established eateries keep people well fed, and well entertained. The one-story commercial buildings are filled with small shops and retail boutiques enjoying high visibility and easy access.



grand rapids children's museum

avenue for the arts

The Avenue for the Arts is a trendsetting corridor, celebrating diversity, innovation, and art. This rejuvenated area offers unique and highly affordable live/work spaces, and is an emerging arts center in the core of downtown. Art Market events draw visitors on a quest to discover some of our local talent's latest works. Funky boutiques offer eclectic wares, from the hottest fashion trends to retro and vintage merchandise. Several schools are located here, including the new Cooley Law School. The recently renovated buildings to the north have attracted high-end services, and two new restaurants contribute greatly to the neighborhood vibe. Cutting-edge mixed-use developments, Thirty-Eight, and Gallery on Fulton—home to the Urban Institute for Contemporary Art—border the district, and herald the residential and business boom to come.



avenue for the arts

grandville avenue

Contemporary and dynamic, Grandville Avenue has become one of the newest hot spots in Grand Rapids, thanks to significant redevelopments for entertainment and living space that have attracted young adults and professionals. Our new, award-winning transit center brings thousands to this corridor, and features its own significant art collection. Michigan has one professional ballet company—the Grand Rapids Ballet—housed right here in its new theater. Two of our city's most popular entertainment venues are just next door, hosting the best of up-and-coming bands, and catering to micro-brewery aficionados. From a high-end furniture business to an avant-garde hair salon, this business district is chic and sassy.



founders

we generate traffic

all this in one square mile

■ business corridors

- 1 Arena District
- 2 Avenue for the Arts
- 3 East Fulton
- 4 Grandville Avenue
- 5 Michigan Street
- 6 Monroe Center
- 7 Monroe North
- 8 Riverfront
- 9 Stockbridge
- 10 West Fulton

■ cultural

- 11 David D. Hunting YMCA
- 12 DeVos Performance Hall
Broadway Grand Rapids, Grand Rapids Ballet, Grand Rapids Symphony, and Opera Grand Rapids
- 13 Gerald R. Ford Presidential Museum
- 14 Grand Rapids Art Museum
- 15 Grand Rapids Ballet Company
- 16 Grand Rapids Children's Museum
- 17 Grand Rapids Civic Theatre
- 18 Grand Rapids Public Library—Main
- 19 Ladies Literary Club
- 20 Grand Rapids Public Museum and Roger B. Chaffee Planetarium
- 21 St. Cecilia Music Center
- 22 Urban Institute for Contemporary Arts
- 23 Van Andel Arena

■ medical

- 24 American Cancer Society—Hope Lodge
- 25 Saint Mary's Health Care
Hauenstein Center for Neuroscience, Lacks Cancer Center, Wege Institute for Mind, Body, and Spirit
- 26 Mary Free Bed Rehabilitation Center
- 27 Spectrum Health—Butterworth Campus
Lemmen-Holton Cancer Pavilion, Cook Institute, DeVos Children's Hospital, Meijer Heart Center, Muscular Skeletal Building, Renucci Hospitality House
- 28 Van Andel Institute

■ hospitality

- 29 Amway Grand Plaza Hotel
- 30 DeVos Place Convention Center
- 31 Downtown Courtyard by Marriott
- 32 Holiday Inn
- 33 JW Marriott Grand Rapids

■ education

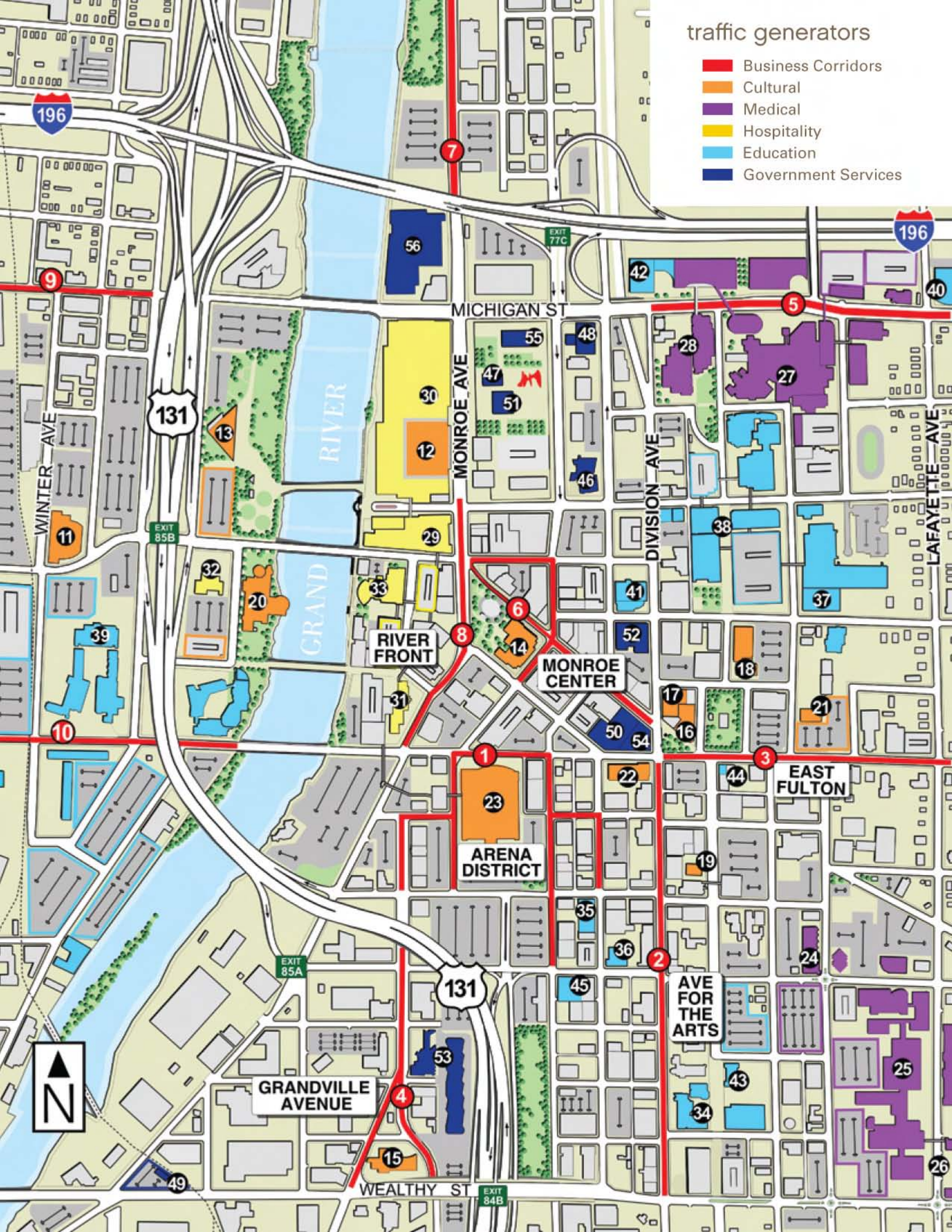
- 34 Catholic Central High School
- 35 Cooley Law School
- 36 Douglas J. Aveda Institute
- 37 Ferris State University
- 38 Grand Rapids Community College
College Park Plaza, Cook Academic Hall, Main Building, Calkins Science Building, Gerald R. Ford Fieldhouse, Student Community Center, Music Center, Learning Center, Wisner-Bottrall Applied Technology Center, GRCC Spectrum Theater, Actors' Theatre, and Jewish Theatre
- 39 Grand Valley State University Downtown Pew Campus
DeVos Center, Steelcase Library, Loosemore Auditorium, Eberhard Center, Kennedy Hall of Engineering, Keller Engineering Laboratories Building, Michigan Small Business & Technology Development Center, Student Residences Sechia Hall and Winter Hall
- 40 Grand Valley State University Cook-DeVos Center for Health Sciences
- 41 Kendall College of Art and Design
- 42 Michigan State University College of Human Medicine
- 43 Saint Andrew's School
- 44 West Michigan Center for Arts and Technology
- 45 Western Michigan University

■ government

- 46 61st District Courthouse
- 47 City Hall
- 48 Federal Building
- 49 Grand Rapids Amtrak Station
- 50 Grand Rapids Police Department
- 51 Kent County Administration
- 52 Kent County Office Building
- 53 Rapid Central Station—Bus Transit
- 54 Secretary of State Offices
- 55 State Building
- 56 United States Post Office

traffic generators

- Business Corridors
- Cultural
- Medical
- Hospitality
- Education
- Government Services

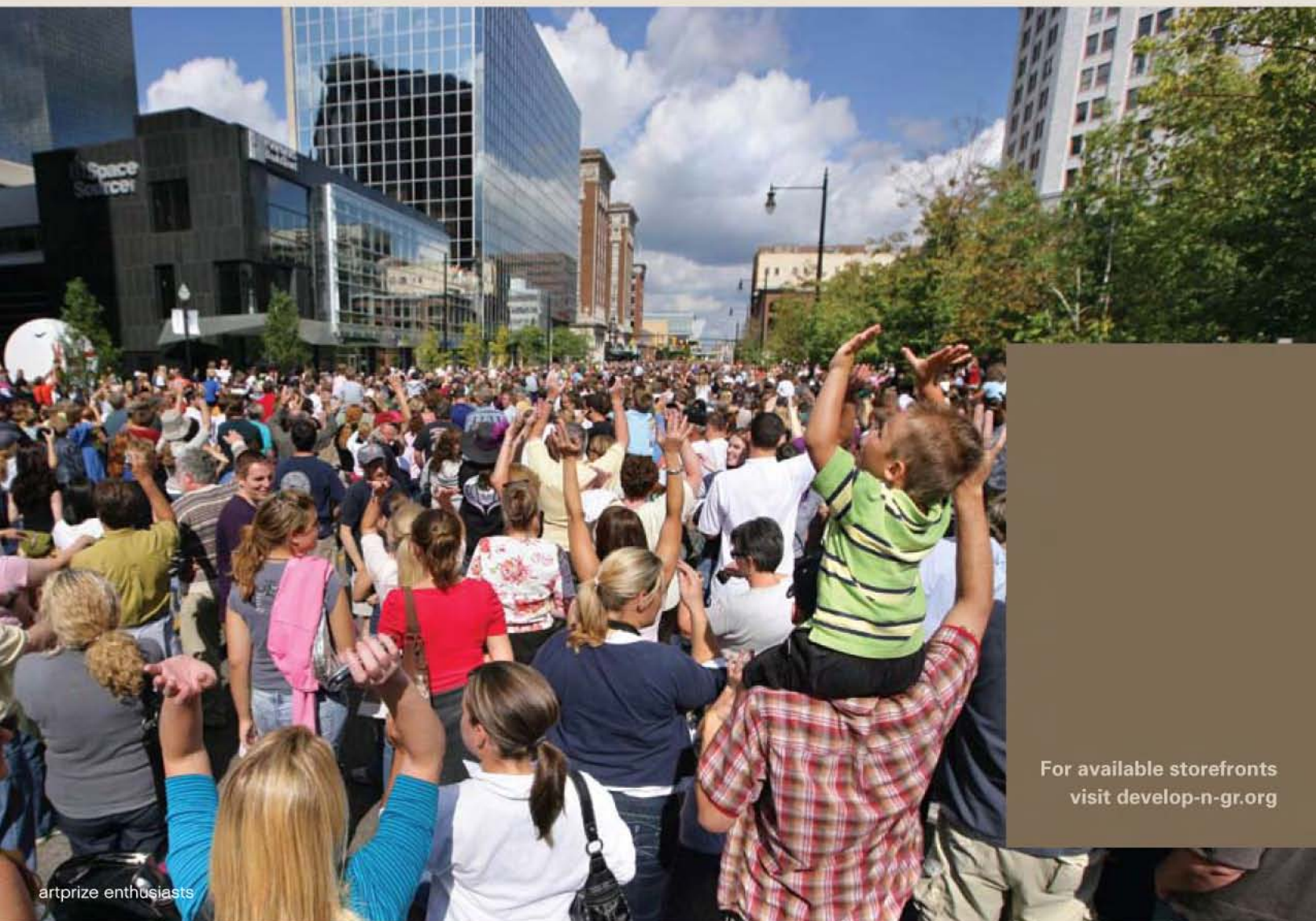


economic development partners

City of Grand Rapids Downtown Development Authority	develop-n-gr.org	616 456 3797
City of Grand Rapids Economic Development Department	growgrandrapids.org	616 456 3431
Grand Rapids Area Chamber of Commerce	grandrapids.org	616 771 0300
Grand Rapids Downtown Alliance	downtowngr.org	616 771 0346
Grand Rapids/Kent County Convention & Visitors Bureau	visitgrandrapids.org	800 678 9859
MI Small Business & Technology Development Center	misbtcd.org/region7	616 331 7370
The Right Place, Inc.	rightplace.org	616 771 0325



Downtown Development Authority



artprize enthusiasts

For available storefronts
visit develop-n-gr.org